

1.	Record Nr.	UNIBAS000003392
	Autore	Repplier, Agnes
	Titolo	Points of view / By Agnes Repplier
	Pubbl/distr/stampa	Boston : Houghton Mifflin, 1893
	Descrizione fisica	239 p. ; 18 cm.
	Disciplina	814.45
	Soggetti	Letteratura americana in inglese
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	contiene: A plea for humor ; English love-songs ; Books that have hindered me ; Literary shibboleths ; Fiction in the pulpit ; Pleasure: a heresy ; Esoteric economy ; Scanderbeg ; English railway fiction.
2.	Record Nr.	UNISALENTO991001408859707536
	Autore	Cooper, Alan
	Titolo	Planning strategico in pubblicità / a cura di Alan Cooper ; edizione italiana a cura di Emanuele Gabardi
	Pubbl/distr/stampa	Milano : Angeli, 2000
	ISBN	8846421116
	Descrizione fisica	281 p. : ill. ; 23 cm.
	Collana	TP
	Altri autori (Persone)	Gabardi, Emanuele
	Soggetti	Pubblicità - Tecniche
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

3. Record Nr.	UNINA9910337801503321
Autore	Prud'homme Dan
Titolo	China's Intellectual Property Regime for Innovation : Risks to Business and National Development / / by Dan Prud'homme, Taolue Zhang
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-10404-4
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (246 pages)
Disciplina	346.51048
Soggetti	Knowledge management Economic policy Mass media Law Management Industrial management Knowledge Management R & D/Technology Policy IT Law, Media Law, Intellectual Property Innovation/Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- China's substantive intellectual property laws for innovation -- Patent quantity, quality, and the Chinese state -- China's IP policies for transmission and exploitation of technological knowledge -- New experimental IP measures in China -- Administration of patents in China -- Patent enforcement in China -- Risk assessment tools for businesses and other stakeholders -- Conclusions.
Sommario/riassunto	This book evaluates the risks that China's intellectual property (IP) regime poses to innovation. China's IP regime has been heavily criticized as potentially stifling innovation. However, the country's innovation capabilities have risen significantly and major reforms have recently been made to its IP regime. How risky, really, is China's IP regime for innovation? This book investigates this question at different units of analysis based on a multidisciplinary assessment involving law,

management, economics, and political science. Specifically, it critically appraises China's substantive IP laws, measures for boosting patent quantity and quality, measures for transmitting and exploiting technological knowledge, new experimental IP measures, and China's systems for administering and enforcing IP. Practitioners and scholars from various backgrounds can benefit from the up-to-date analysis as well as the practical managerial tools provided, including risk assessment matrices for businesses and recommendations for institutional reform. .
